



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

**CONTRACT**

<u>Contract / Revision</u>	<u>Alt Order #</u>
566380 /	07895030
<u>Product</u>	
Crossroads GPS	
<u>Contract Dates</u>	<u>Estimate #</u>
08/08/12 - 08/14/12	12/11/882
<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/06/12 / 08/06/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamie Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	12
<u>Product Code</u>	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	<u>Totals</u>	
											Spots	Amount
V 1 3		08/08/12	08/12/12	NewsChannel 3 News	5-6am		:30			NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	--111--					3	\$240.00			
V 2 3		08/13/12	08/14/12	NewsChannel 3 News	5-6am		:30			NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/13/12	08/19/12	11-----					2	\$240.00			
V 3 3		08/08/12	08/12/12	Newschannel 3 News	6-7am		:30			NM	3	\$1,095.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	--111--					3	\$365.00			
V 4 3		08/13/12	08/14/12	Newschannel 3 News	6-7am		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/13/12	08/19/12	11-----					2	\$365.00			
V 5 3		08/08/12	08/12/12	CBS This Morning	7-9a		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	--222--					6	\$280.00			
V 6 3		08/13/12	08/14/12	CBS This Morning	7-9a		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/13/12	08/19/12	22-----					4	\$280.00			
V 7 3		08/11/12	08/11/12	Early Show Saturday	9-11am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	-----S-					1	\$200.00			
V 8 3		08/12/12	08/12/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	-----S					1	\$485.00			
V 9 3		08/12/12	08/12/12	Face the Nation	1030-11am		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	-----S					1	\$555.00			
V 10 3		08/08/12	08/12/12	Let's Make A Deal 9am	9-10am		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/06/12	08/12/12	--111--					3	\$415.00			
V 11 3		08/13/12	08/14/12	Let's Make A Deal 9am	9-10am		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/13/12	08/19/12	11-----					2	\$415.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>		<u>Alt Order #</u>
566380 /		07895030
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/08/12 - 08/14/12	Crossroads GPS	12/11/882
<u>Advertiser</u>		<u>Original Date / Revision</u>
Crossroads GPS		08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
N 12 3		08/08/12	08/12/12	Price Is Right	11am-12n		:30			NM	3 \$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$555.00		
N 13 3		08/13/12	08/14/12	Price Is Right	11am-12n		:30			NM	2 \$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$555.00		
N 14 3		08/08/12	08/12/12	Newschannel 3 News	12n-1230pm		:30			NM	3 \$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$415.00		
N 15 3		08/13/12	08/14/12	Newschannel 3 News	12n-1230pm		:30			NM	2 \$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$415.00		
N 16 3		08/08/12	08/12/12	CBS Daytime	1228-3pm		:30			NM	3 \$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$555.00		
N 17 3		08/13/12	08/14/12	CBS Daytime	1228-3pm		:30			NM	2 \$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$555.00		
N 18 3		08/08/12	08/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	3 \$1,185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$395.00		
N 19 3		08/13/12	08/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2 \$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$395.00		
N 20 3		08/08/12	08/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3 \$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$280.00		
N 21 3		08/13/12	08/14/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2 \$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$280.00		
N 22 3		08/08/12	08/12/12	Newschannel 3 News	5-530pm		:30			NM	3 \$1,395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$465.00		
N 23 3		08/13/12	08/14/12	Newschannel 3 News	5-530pm		:30			NM	2 \$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$465.00		
N 24 3		08/08/12	08/12/12	Newschannel 3 News	530-6pm		:30			NM	3 \$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$435.00		
N 25 3		08/13/12	08/14/12	Newschannel 3 News	530-6pm		:30			NM	2 \$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$435.00		
N 26 3		08/08/12	08/12/12	Newschannel 3 News	6-630pm		:30			NM	3 \$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/06/12	08/12/12	--111--				3	\$505.00		
N 27 3		08/13/12	08/14/12	Newschannel 3 News	6-630pm		:30			NM	2 \$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/13/12	08/19/12	11-----				2	\$505.00		
N 28 3		08/08/12	08/12/12	7-730pm	7-730pm		:30			NM	3 \$1,755.00

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Contract / Revision 566380 /	Alt Order # 07895030	
Contract Dates 08/08/12 - 08/14/12	Product Crossroads GPS	Estimate # 12/11/882
Advertiser Crossroads GPS	Original Date / Revision 08/06/12 / 08/06/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	--111--				3	\$585.00			
N 29	3	08/13/12	08/14/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	11-----				2	\$585.00			
N 30	3	08/08/12	08/12/12	730-8pm	730-8pm		:30			NM	3	\$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	--111--				3	\$555.00			
N 31	3	08/13/12	08/14/12	730-8pm	730-8pm		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	11-----				2	\$555.00			
N 32	3	08/08/12	08/12/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	--111--				3	\$760.00			
N 33	3	08/13/12	08/14/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	11-----				2	\$760.00			
N 34	3	08/12/12	08/12/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-----S				1	\$515.00			
N 35	3	08/08/12	08/12/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	--111--				3	\$235.00			
N 36	3	08/13/12	08/14/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	11-----				2	\$235.00			

Totals 89 \$38,355.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	89	\$38,355.00	\$32,601.75
<b>Totals</b>	<b>89</b>	<b>\$38,355.00</b>	<b>\$32,601.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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